

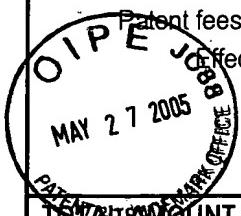
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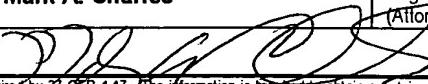
**FEE TRANSMITTAL  
for FY 2005**

Patent fees are subject to annual revision.  
Effective December 8, 2004

**TOTAL AMOUNT OF PAYMENT (\$)** 620.00**Complete if Known**

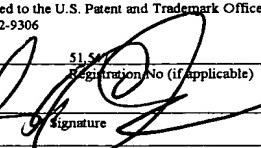
Application Number	09/862,869
Confirmation Number	1083
Filing Date	May 22, 2001
First Named Inventor	Debra Sue Honma
Examiner Name	Margaret V. Einsmann
Art Unit	1751
Attorney Docket No.	AA472

<b>METHOD OF PAYMENT</b>			<b>FEES CALCULATION (continued)</b>																															
1. <input checked="" type="checkbox"/> The Director is hereby authorized to charge indicated fees submitted on this form, credit any over payments, and charge any additional fee(s) during the pendency of this application to: Deposit Account Number: 16-2480 Deposit Account Name: The Procter & Gamble Company			5. <b>ADDITIONAL FEES</b> <table> <thead> <tr> <th><u>Fee Description</u></th> <th><u>Fee Paid</u></th> </tr> </thead> <tbody> <tr> <td>Extension for reply within 1<sup>st</sup> month</td> <td>(\$120) <input checked="" type="checkbox"/></td> </tr> <tr> <td>Extension for reply within 2<sup>nd</sup> month</td> <td>(\$450) <input type="checkbox"/></td> </tr> <tr> <td>Extension for reply within 3<sup>rd</sup> month</td> <td>(\$1,020) <input type="checkbox"/></td> </tr> <tr> <td>Extension for reply within 4<sup>th</sup> month</td> <td>(\$1,590) <input type="checkbox"/></td> </tr> <tr> <td>Extension for reply within 5<sup>th</sup> month</td> <td>(\$2,160) <input type="checkbox"/></td> </tr> <tr> <td>Information Disclosure Statement fee</td> <td>(\$180) <input type="checkbox"/></td> </tr> <tr> <td>37 CFR 1.16(e) Late Oath/Declaration (nonprovisional)</td> <td>(\$130) <input type="checkbox"/></td> </tr> <tr> <td>37 CFR 1.17 (q) Missing Parts (provisional)</td> <td>(\$50) <input type="checkbox"/></td> </tr> <tr> <td>Non-English specification</td> <td>(\$130) <input type="checkbox"/></td> </tr> <tr> <td>Notice of Appeal</td> <td>(\$500) <input type="checkbox"/></td> </tr> <tr> <td>Filing a brief in support of an appeal</td> <td>(\$500) <input checked="" type="checkbox"/></td> </tr> <tr> <td>Request for oral hearing</td> <td>(\$1,000) <input type="checkbox"/></td> </tr> <tr> <td>Acceptance of unintentionally delayed claim for priority under 35 U.S.C. 119, 120, 121, or 365 (a) or (c)</td> <td>(\$1,370) <input type="checkbox"/></td> </tr> <tr> <td>Other: _____</td> <td><input type="checkbox"/></td> </tr> </tbody> </table>		<u>Fee Description</u>	<u>Fee Paid</u>	Extension for reply within 1 <sup>st</sup> month	(\$120) <input checked="" type="checkbox"/>	Extension for reply within 2 <sup>nd</sup> month	(\$450) <input type="checkbox"/>	Extension for reply within 3 <sup>rd</sup> month	(\$1,020) <input type="checkbox"/>	Extension for reply within 4 <sup>th</sup> month	(\$1,590) <input type="checkbox"/>	Extension for reply within 5 <sup>th</sup> month	(\$2,160) <input type="checkbox"/>	Information Disclosure Statement fee	(\$180) <input type="checkbox"/>	37 CFR 1.16(e) Late Oath/Declaration (nonprovisional)	(\$130) <input type="checkbox"/>	37 CFR 1.17 (q) Missing Parts (provisional)	(\$50) <input type="checkbox"/>	Non-English specification	(\$130) <input type="checkbox"/>	Notice of Appeal	(\$500) <input type="checkbox"/>	Filing a brief in support of an appeal	(\$500) <input checked="" type="checkbox"/>	Request for oral hearing	(\$1,000) <input type="checkbox"/>	Acceptance of unintentionally delayed claim for priority under 35 U.S.C. 119, 120, 121, or 365 (a) or (c)	(\$1,370) <input type="checkbox"/>	Other: _____	<input type="checkbox"/>
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2. <b>BASIC FILING FEE - Large Entity</b> <table> <thead> <tr> <th><u>FILING FEE</u></th> <th><u>SEARCH FEE</u></th> <th><u>EXAMINATION FEE</u></th> </tr> </thead> <tbody> <tr> <td>Utility (\$300)</td> <td>(\$500)</td> <td>(\$200)</td> </tr> <tr> <td>Design (\$200)</td> <td>(\$100)</td> <td>(\$130)</td> </tr> <tr> <td>Reissue (\$300)</td> <td>(\$500)</td> <td>(\$600)</td> </tr> <tr> <td colspan="3" style="text-align: right;">(Total = \$1000) <input type="checkbox"/></td> </tr> <tr> <td colspan="3" style="text-align: right;">(Total = \$430) <input type="checkbox"/></td> </tr> <tr> <td colspan="3" style="text-align: right;">(Total = \$1400) <input type="checkbox"/></td> </tr> <tr> <td colspan="3" style="text-align: right;">(Total = \$200) <input type="checkbox"/></td> </tr> </tbody> </table>			<u>FILING FEE</u>	<u>SEARCH FEE</u>	<u>EXAMINATION FEE</u>	Utility (\$300)	(\$500)	(\$200)	Design (\$200)	(\$100)	(\$130)	Reissue (\$300)	(\$500)	(\$600)	(Total = \$1000) <input type="checkbox"/>			(Total = \$430) <input type="checkbox"/>			(Total = \$1400) <input type="checkbox"/>			(Total = \$200) <input type="checkbox"/>			3. <b>APPLICATION SIZE FEE:</b> Sheets of Spec and Drawings <input type="checkbox"/> (\$250 for each 50 sheets in excess of 100, except for sequence and program listings) SUBTOTAL (2)+(3) (\$)[X]							
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4. <b>EXTRA CLAIM FEES FOR UTILITY AND REISSUE:</b> <table> <thead> <tr> <th><u>Extra Claims</u></th> <th><u>Fee from Below</u></th> <th><u>Fee Paid</u></th> </tr> </thead> <tbody> <tr> <td>Total Claims <input type="checkbox"/> - 20** = <input type="checkbox"/> x <input type="checkbox"/> = <input type="checkbox"/></td> <td></td> <td></td> </tr> <tr> <td>Independent Claims <input type="checkbox"/> - 3** = <input type="checkbox"/> x <input type="checkbox"/> = <input type="checkbox"/></td> <td></td> <td></td> </tr> <tr> <td>Multiple Dependent claims: <input type="checkbox"/> = <input type="checkbox"/></td> <td></td> <td></td> </tr> </tbody> </table> ** or number previously paid, if greater; For Reissues, see below <b>Fee Description</b> Claims in excess of 20 (\$50 per claim) Independent claims in excess of 3 (\$200 per claim) Multiple dependent claim, if not paid (\$360) **Reissue: each independent claim over 3 and more than in the original patent (\$200 per claim) **Reissue claims: each claim over 20 and more than original patent (\$50 per claim)			<u>Extra Claims</u>	<u>Fee from Below</u>	<u>Fee Paid</u>	Total Claims <input type="checkbox"/> - 20** = <input type="checkbox"/> x <input type="checkbox"/> = <input type="checkbox"/>			Independent Claims <input type="checkbox"/> - 3** = <input type="checkbox"/> x <input type="checkbox"/> = <input type="checkbox"/>			Multiple Dependent claims: <input type="checkbox"/> = <input type="checkbox"/>			05/27/2005 SSE SHE1 00000038 162480 09862869 02 FC:1251 120.00 DA																			
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<b>SUBMITTED BY</b>		Complete (if applicable)			
Name (Print/Type)	Mark A. Charles	Registration No. (Attorney/Agent)	51,547	Telephone	(513) 627-4229
Signature				Date	May 24, 2005

+ This collection of information is required by 37 CFR 1.17. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon individual case. Any comments on the amount of time you are required to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P. O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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I hereby certify that I have reasonable basis to expect that, on the date shown below, this correspondence is being submitted as indicated below:  
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 facsimile transmitted to the U.S. Patent and Trademark Office via fax number (703) 872-9306

Mark A. Charles	51,54
Name	Registration No (if applicable)
	
May 24, 2005	Signature
	Date



P&G Case AA472

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In the application of

Debra Sue Honma *et al.*

: Confirmation No. 1083

Serial No. 09/862,869

: Group Art Unit: 1751

Filed: May 22, 2001

: Examiner: Margaret V. EINSMANN

For A METHOD FOR CARING FOR A FABRIC ARTICLE AND FOR PROVIDING A SYSTEM THEREFOR

### APPEAL BRIEF

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

Appellants appealed to the Board of Appeals by filing a Notice of Appeal, dated February 24, 2005 from the final rejection of Claims 1-39, as contained in the final Office Action dated September 24, 2004 of the Primary Examiner. The Commissioner is hereby authorized to charge any necessary fees to Deposit Account No. 16-2480. This Appeal Brief is being submitted in triplicate.

#### **(1) REAL PARTY IN INTEREST**

The real party in interest is The Procter & Gamble Company, a corporation of The State of Ohio, having a place of business at Cincinnati, Ohio 45202.

#### **(2) RELATED APPEALS AND INTERFERENCES**

There are no known related appeals or interferences.

#### **(3) STATUS OF CLAIMS**

Claims 1-39 are pending and have been appealed. A copy of the appealed Claims 1-39 is attached as APPENDIX I.

#### **(4) STATUS OF AMENDMENTS**

All amendments have been entered.

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**(5) SUMMARY OF INVENTION**

The present invention relates to a method for caring for a fabric articles. These fabric articles are treated with the fabric treatment compositions and/or the laundry treatment compositions of the present invention. The fabric treatment composition and the laundry detergent composition of the present invention possess more than one coordinated elements such as brand name, a characteristic ingredient, container graphics, containers, the dosages per container, a dye, a perfume, a trade dress, and a combination thereof. *See, e.g.*, Specification, page 18, line 25 to page 19, line 2.

**(6) ISSUE**

- A. Whether claims 1-4, 6-10, 12-16, 18-22, 24-32, and 34-39 are allegedly anticipated under 35 U.S.C. §102(b) over How to Clean Practically Anything by Florman et al. (“Florman”).
- B. Whether claims 5, 11, 17, 23, and 33 are allegedly unpatentable under 35 U.S.C. §103(a) over Florman in view of U.S. Patent No. 4,775,935 to Yourick (“Yourick”) and U.S. Patent No. 5,710,884 to Dedrick (“Dedrick”).

A copy of the references are attached as APPENDIX II.

**(7) GROUPING OF CLAIMS**

Claims 1-39 stand or fall together.

**(8) ARGUMENT**

- A. Claims 1-4, 6-10, 12-16, 18-22, 24-32, and 34-39 are not anticipated under 35 U.S.C. §102(b) over How to Clean Practically Anything by Florman et al. (“Florman”).

“A claim is anticipated only if each and every element as set forth in the claim is found, either expressly or inherently described, in a single prior art reference.” *See, Verdegall Bros. v. Union Oil Co. of California*, 814, F.2d 628, 631, MPEP 2131. Applicants respectfully submit that Florman does not disclose or even suggest each and every element of the claim.

Applicants respectfully submit that Florman does not disclose, or even suggest a method for caring for a fabric article comprising the steps of: providing a laundry detergent composition comprising a set of laundering instructions; providing a fabric treatment composition comprising a set of fabric treatment instructions, the fabric treatment composition being selected from the group consisting of a bleaching composition, a color maintenance composition, a dryer sheet composition, a finishing composition, a pre-treating composition, and a combination thereof; laundering a fabric article with the laundry detergent composition; and treating the fabric article with the fabric treatment composition, wherein the set of laundering instructions comprise a laundering

recommendation to use the laundry detergent composition in combination with the fabric treatment composition, wherein the set of fabric treatment instructions comprise a fabric treatment recommendation to use the fabric treatment composition in combination with the laundry detergent composition; and wherein the fabric treatment composition and the laundry detergent composition possess one or more coordinated elements selected from a brand name, container graphics, containers, the dosages per container, a dye, a perfume, a trade dress, and combinations thereof.

(Emphasis added).

On pages 3-5 of the July 7, 2003 Office Action, it alleges various recitations from Florman. However, there is absolutely no disclosure whereby the fabric treatment composition and the laundry detergent composition possess one or more coordinated elements selected from a brand name, container graphics, containers, the dosages per container, a dye, a perfume, a trade dress, and combinations thereof. While the packages of Florman allegedly suggest instructions for use, recommendations for use, and suggestions for using more than one product, there is absolutely no disclosure or suggestion in Florman whereby the fabric treatment composition and the laundry detergent composition possess one or more coordinated elements selected from a brand name, container graphics, containers, the dosages per container, a dye, a perfume, a trade dress, and combinations thereof.

B. Claims 5, 11, 17, 23, and 33 are patentable under 35 U.S.C. §103(a) over Florman in view of U.S. Patent No. 4,775,935 to Yourick ("Yourick") and U.S. Patent No. 5,710,884 to Dedrick ("Dedrick").

On pages 5 and 6 of the Office Action, it alleges that it would have been obvious to the skilled artisan to use the method of Katz or Dedrick to collect information to create a personal profile by monitoring a consumer's habits and needs as disclosed by Katz or Dedrick and from the information provided, provided personalized instructions on cleaning any stain or garment type from data stored in a computer. Applicants, however, respectfully submit that the disclosures of Katz and/or Dedrick do not cure the defects of Florman. Specifically, Katz or Dedrick do not disclose fabric treatment composition and the laundry detergent composition possess one or more coordinated elements selected from a brand name, container graphics, containers, the dosages per container, a dye, a perfume, a trade dress, and combinations thereof

#### **RESPONSE TO THE JULY 7, 2003 OFFICE ACTION**

On pages 6-8 of the July 7, 2003 Office Action responds to Applicants previous arguments. Applicant respectfully submits the following rebuttal.

On page 6 of the Office Action, it alleges that a "characteristic ingredient", as disclosed in claim 1, suggests that boosters and detergents generally contain the same characteristics.

Applicants respectfully submit that one of ordinary skill in the art would recognize that there are a plethora of ingredients that a manufacturer of fabric treatment compositions and the laundry detergent compositions may choose. These ingredients are in many cases very different. However, in order to expedite prosecution, “characteristic ingredient” was deleted from claim 1 in Applicant’s response dated August 3, 2004.

Regarding “PRICES”, as cited by the Office Action, Florman suggests forgetting brand loyalty and buying whatever satisfactory product is on sale (Emphasis added). Applicants respectfully submit that such an idea teaches away from the present invention, which discloses, among other elements, wherein the fabric treatment composition and the laundry detergent composition possess one or more coordinated elements selected from a brand name, container graphics, containers, the dosages per container, a dye, a perfume, a trade dress, and combinations thereof.

Applicants respectfully disagree with the inference made by the Examiner regarding brand names. Regarding brand names as such, most laundry products have brand names that are not utilized with other products. As a non-limiting example, many consumers use Tide®, a laundry detergent, with Downy®, a fabric softener. These products, while made by the same manufacturer (The Procter & Gamble Company), do not have the same brand name, trade dress, container graphics, etc.... The claims made in the Office Action regarding brand names are tantamount to the Examiner taking Official Notice of such claims. As such “it would not be appropriate for the examiner to take official notice of facts without citing a prior art reference where the facts asserted to be well known are not capable of instant and unquestionable demonstration as being well-known. For example, assertions of technical facts in the areas of esoteric technology or specific knowledge of the prior art must always be supported by citation to some reference work recognized as standard in the pertinent art”. See, *In re Ahelrt*, 424 F.2d at 1091, MPEP 2144.03 A.

Regarding perfume-free products disclosed by the Office Action, Applicant respectfully submits that claim 1 is drawn to compositions wherein the fabric treatment composition and the laundry detergent composition possess one or more coordinated elements selected from a brand name, container graphics, containers, the dosages per container, a dye, a perfume, a trade dress, and combinations thereof. Applicants respectfully submit that the lack of perfume, as suggested by the Office Action, is not an element of the claim, rather it is the presence of perfume within the fabric treatment composition and the laundry detergent composition as a coordinated element that is included in the claim.

Regarding mothers of newborns using products which contain graphics that mothers of newborns will only use products which contain graphics indicating that the products are formulated especially for babies, Applicants respectfully submit that there is no disclosure or suggestion of such a limitation in any of the cited references. Further, Applicants respectfully submit that mothers of newborns do not necessarily use products that are formulated especially for babies, as presumably

many consumers wash baby clothing along with adult clothing. The claim made by the Office Action reciting that mothers of newborns will only using products which contain graphics indicating that the products are formulated especially for babies is tantamount to the Examiner taking Official Notice of such a statement. As such "it would not be appropriate for the examiner to take official notice of facts without citing a prior art reference where the facts asserted to be well known are not capable of instant and unquestionable demonstration as being well-known. For example, assertions of technical facts in the areas of esoteric technology or specific knowledge of the prior art must always be supported by citation to some reference work recognized as standard in the pertinent art". See, *In re Ahelrt*, 424 F.2d at 1091, MPEP 2144.03 A.

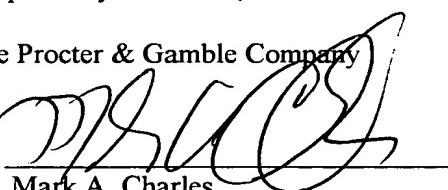
Based on the above arguments, the Office Action has failed to establish a prima facie case of obviousness. Therefore, Appellants respectfully submit that the presently claimed invention is unobvious and patentable Smith under 35 U.S.C. §103(a). Appellants respectfully request reversal of this rejection of the base claims and any dependent claims.

In view of the foregoing remarks, it is respectfully submitted that all claims are allowable. Accordingly, Appellants respectfully request reversal of all rejections.

Respectfully submitted,

The Procter & Gamble Company

By



Mark A. Charles  
Attorney for Appellant(s)  
Registration No. 51,547  
(513) 627-8150

Dated: May 24, 2005  
Customer No. 27752

## APPENDIX I

### Appealed Claims – Case AA472

1. A method for caring for a fabric article comprising the steps of:
  - providing a laundry detergent composition comprising a set of laundering instructions;
  - providing a fabric treatment composition comprising a set of fabric treatment instructions, the fabric treatment composition being selected from the group consisting of a bleaching composition, a color maintenance composition, a dryer sheet composition, a finishing composition, a pre-treating composition, and a combination thereof;
  - laundering a fabric article with the laundry detergent composition; and
  - treating the fabric article with the fabric treatment composition,

wherein the set of laundering instructions comprise a laundering recommendation to use the laundry detergent composition in combination with the fabric treatment composition, wherein the set of fabric treatment instructions comprise a fabric treatment recommendation to use the fabric treatment composition in combination with the laundry detergent composition; and wherein the fabric treatment composition and the laundry detergent composition possess one or more coordinated elements selected from a brand name, container graphics, containers, the dosages per container, a dye, a perfume, a trade dress, and combinations thereof.
2. The method of Claim 1, wherein the set of laundering instructions comprises a set of personalized instructions.
3. The method of Claim 1, wherein the fabric treatment instructions are provided on a location selected from the group consisting of a pamphlet, a computer screen, a printed ticket, a kiosk, a sign, a product container, an advertisement, a product display, an Internet website, a video, and a combination thereof.
4. A method of Claim 1, wherein the fabric treatment instructions comprise a set of personalized instructions.

5. A method of Claim 1, further comprising the steps of collecting from a consumer one or more pieces of personal data, determining a consumer profile, and providing to the consumer a set of personalized instructions.
6. A method for providing a fabric care system comprising the steps of:
  - providing a laundry detergent composition;
  - providing a fabric treatment composition selected from the group consisting of a bleaching composition, a color maintenance composition, a dryer sheet composition, a finishing composition, a pre-treating composition, and a combination thereof, and
  - providing a set of fabric treatment instructions comprising a fabric treatment recommendation to use the fabric treatment composition in combination with the laundry detergent composition,

wherein the fabric treatment composition and the laundry detergent composition possess one or more coordinated elements selected from a brand name, container graphics, containers, the dosages per container, a dye, a perfume, a trade dress, and combinations thereof.
7. A method of Claim 6, wherein the fabric treatment recommendation comprises a post-laundering recommendation to use the fabric treatment composition after the laundry detergent composition.
8. A method of Claim 6, wherein the fabric treatment recommendation comprises a pre-laundering recommendation to use the fabric treatment composition before the laundry detergent composition.
9. A method of Claim 6, wherein the fabric treatment instructions are provided on a location selected from the group consisting of a pamphlet, a computer screen, a printed ticket, a kiosk, a sign, a product container, an advertisement, a product display, an Internet website, a video, and a combination thereof.
10. A method of Claim 6, wherein the fabric treatment instructions comprise a set of personalized instructions.

11. A method of Claim 6, further comprising the steps of collecting from a consumer one or more pieces of personal data, determining a consumer profile, and providing to the consumer a set of personalized instructions.
12. A method of Claim 6, wherein the fabric treatment composition is a first fabric treatment composition, and further comprising a second fabric treatment composition which is different from the first fabric treatment composition.
13. A method for caring for a fabric article comprising the steps of:
  - providing a fabric conditioning composition comprising a set of conditioning instructions;
  - providing a fabric treatment composition comprising a set of fabric treatment instructions, the fabric treatment composition being selected from the group consisting of a bleaching composition, a color maintenance composition, a dryer sheet composition, a finishing composition, a pre-treating composition, and a combination thereof;
  - conditioning a fabric article with the fabric conditioning composition, and treating the fabric article with the fabric treatment composition,  
wherein the set of conditioning instructions comprise a recommendation to use the fabric conditioning composition in combination with the fabric treatment composition, wherein the set of fabric treatment instructions comprise a fabric treatment recommendation to use the fabric treatment composition in combination with the fabric conditioning composition; and wherein the fabric conditioning composition and the fabric treatment composition possess one or more coordinated elements selected from a brand name, a characteristic ingredient, container graphics, containers, the dosages per container, a dye, a perfume, a trade dress, and combinations thereof.\_
14. The method of Claim 13, wherein the set of conditioning instructions comprises a set of personalized instructions.
15. The method of Claim 13, wherein the fabric treatment instructions are provided on a location selected from the group consisting of a pamphlet, a computer screen, a printed ticket, a kiosk, a sign, a product container, an advertisement, a product display, an Internet website, a video, and a combination thereof.

16. The method of Claim 13, wherein the fabric treatment instructions comprise a set of personalized instructions.
17. A method of Claim 13, further comprising the steps of collecting from a consumer one or more pieces of personal data, determining a consumer profile, and providing to the consumer a set of personalized instructions.
18. A method for providing a fabric care system comprising the steps of:
  - providing a fabric conditioning composition;
  - providing a fabric treatment composition selected from the group consisting of a bleaching composition, a color maintenance composition, a dryer sheet composition, a finishing composition, a pre-treating composition, and a combination thereof; and
  - providing a set of fabric treatment instructions comprising a fabric treatment recommendation to use the fabric treatment composition in combination with the fabric conditioning composition,

wherein the fabric treatment composition and the fabric conditioning composition possess one or more coordinated elements selected from a brand name, container graphics, containers, the dosages per container, a dye, a perfume, a trade dress, and combinations thereof.
19. The method of Claim 18, wherein the fabric treatment recommendation comprises a pre-conditioning recommendation to use the fabric treatment composition before the fabric conditioning composition.
20. The method of Claim 18, wherein the fabric treatment recommendation comprises a post-conditioning recommendation to use the fabric treatment composition after the fabric conditioning composition.
21. The method of Claim 18, wherein the fabric treatment instructions are provided on a location selected from the group consisting of a pamphlet, a computer screen, a printed ticket, a kiosk, a sign, a product container, an advertisement, a product display, an Internet website, a video, and a combination thereof.

22. A method of Claim 18, wherein the fabric treatment instructions comprise a set of personalized instructions.
23. A method of Claim 18, further comprising the steps of collecting from a consumer one or more pieces of personal data, determining a consumer profile, and providing to the consumer a set of personalized instructions.
24. The method of Claim 18, wherein the fabric treatment composition is a first fabric treatment composition, and further comprising a second fabric treatment composition which is different from the first fabric treatment composition.
25. A method for providing a fabric care system comprising the steps of:
  - providing a laundry detergent composition;
  - providing a fabric conditioning composition;
  - providing a fabric treatment composition selected from the group consisting of a bleaching composition, a color maintenance composition, a dryer sheet composition, a finishing composition, a pre-treating composition, and a combination thereof; and
  - providing a set of fabric treatment instructions comprising a fabric treatment recommendation to use the fabric treatment composition in combination with a composition selected from the group consisting of the laundry detergent composition, the fabric conditioning composition, and a combination thereof,
  - wherein the laundry detergent composition, the fabric conditioning composition and the fabric treatment composition possess one or more coordinated elements selected from a brand name, a characteristic ingredient, container graphics, containers, the dosages per container, a dye, a perfume, a trade dress, and combinations thereof.
26. The method of Claim 25, further comprising the steps of:
  - laundering a fabric article with the laundry detergent composition;
  - conditioning the fabric article with the fabric conditioning composition; and
  - treating the fabric article with the fabric treatment composition,
  - wherein the laundering step occurs before the conditioning step.

27. The method of Claim 25, wherein the fabric treatment recommendation comprises a post-laundering recommendation to use the fabric treatment composition after the laundry detergent composition.
28. The method of Claim 25, wherein the fabric treatment recommendation comprises a pre-laundering recommendation to use the fabric treatment composition before the laundry detergent composition.
29. The method of Claim 25, wherein the fabric treatment recommendation comprises a pre-conditioning recommendation to use the fabric treatment composition before the fabric conditioning composition.
30. The method of Claim 25, wherein the fabric treatment recommendation comprises a post-conditioning recommendation to use the fabric treatment composition after the fabric conditioning composition.
31. The method of Claim 25, wherein the fabric treatment instructions are provided on a location selected from the group consisting of a pamphlet, a computer screen, a printed ticket, a kiosk, a sign, a product container, an advertisement, a product display, an Internet website, a video, and a combination thereof.
32. The method of Claim 25, wherein the fabric treatment instructions comprise a set of personalized instructions.
33. A method of Claim 25, further comprising the steps of collecting from a consumer one or more pieces of personal data, determining a consumer profile, and providing to the consumer a set of personalized instructions.
34. A method for providing a fabric care system comprising the steps of:  
providing a first fabric treatment composition selected from the group consisting of a bleaching composition, a color maintenance composition, a dryer sheet composition, a finishing composition, a pre-treating composition, and a combination thereof;  
providing a second fabric treatment composition selected from the group consisting of a bleaching composition, a color maintenance composition, a dryer sheet

composition, a finishing composition, a pre-treating composition, and a combination thereof; and

providing a set of fabric treatment instructions,

wherein the first fabric treatment composition is different from the second fabric treatment composition, wherein the fabric treatment instructions comprise a fabric treatment recommendation to use the first fabric treatment composition in combination with the second fabric treatment composition

wherein the first fabric treatment composition and the second fabric treatment composition possess one or more coordinated elements selected from a brand name, a characteristic ingredient, container graphics, containers, the dosages per container, a dye, a perfume, a trade dress, and combinations thereof.

35. The method of Claim 34, further comprising the steps of:
  - applying the first fabric treatment composition to a fabric article; and
  - applying the second fabric treatment composition to the fabric article.
36. The method of Claim 34, further comprising a set of second fabric treatment instructions.
37. The method of Claim 34, wherein the fabric treatment instructions are provided on a location selected from the group consisting of a pamphlet, a computer screen, a printed ticket, a kiosk, a sign, a product container, an advertisement, a product display, an Internet website, a video, and a combination thereof.
38. A method of Claim 34, wherein the fabric treatment instructions comprise a set of personalized instructions.
39. A method of Claim 34, further comprising the steps of collecting from a consumer one or more pieces of personal data, determining a consumer profile, and providing to the consumer a set of personalized instructions.

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## **APPENDIX II**

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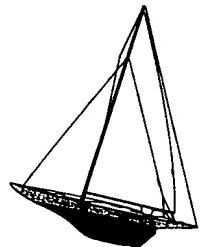
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FEATURING A STAIN REMOVAL  
CHART FOR ALL FABRICS!



The Editors of Consumer Reports Books with  
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## LAUNDRY

### BLEACHES

BLEACHES / 81

is at its recommended full capacity, reducing the total number of loads you'll need to do on any given washday.

For the best ways to cope with a pile of dirty laundry, check the following reports on bleaches, detergents, boosters, softeners, and washing machines.

You can save energy and time and still end up with laundry loads that look clean and smell fresh if you sort clothes following the guidelines described below.

As you sort wash loads, remember to empty pockets and close zippers to prevent snagging. Next, check for heavy or troublesome stains which may become set by the washing process. Many stains won't respond well to a presoak or laundry booster alone, and require special treatment before washing. Check the Stain Removal Chart at the end of this book for detailed instructions on removing a variety of typical, and not so typical, stains.

In general, try to separate heavily soiled clothes from lightly soiled ones. Heavy soils have a tendency to become transferred, making whites and light colors appear dingy. Wash intense colors (very dark or very bright) separately. They may bleed, especially when washing for the first time, and permanently tint white or light-colored clothes washed in the same load. A good guide is the maker's care label.

Most wash loads do quite well in cold or warm water. Heavy soils may respond better to a hot-water wash, although hot water may have an adverse effect on a garment's permanent-press properties. Again, check the garment's care label.

Try to avoid sorting into loads that are too small: A washing machine is most efficient in its use of water (especially hot water) and electricity if it

Liquid chlorine bleach is the old standby, having earned its place in the laundry room as well as in the bathroom and kitchen for whitening and removing stains and mildew.

But chlorine bleach also has its problems. The telltale signs of misuse or overuse of chlorine bleach are splotches of faded color or white spots, where undiluted bleach has splashed, and fabrics that have faded from vivid to dim.

Nonchlorine, "all-fabric" bleaches promise the benefits of chlorine bleach without the risk, but the real story unfolds in the laundry room.

Both chlorine and nonchlorine bleaches use an oxidizing agent (usually sodium hypochlorite or sodium perborate) that reacts with and lifts out a stain, with the help of a detergent. Liquid chlorine bleaches all have about the same amount of active ingredient, and there is little difference from one brand to another.

### PERFORMANCE

Chlorine bleaches have always been better than nonchlorine, all-fabric bleaches at whitening clothes.

All-fabric bleaches, especially the powdered products, do whiten, but not nearly as well as chlorine bleaches. In fact, all-fabric liquid bleaches are hardly better at whitening than detergent alone. If you wash the laundry load successive times with an all-fabric bleach, the whitening process continues, but even several applications won't match the whitening power of a single use of chlorine bleach.

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## 82 / BLEACHES HARD-TO-REMOVE STAINS

Some stains, such as spaghetti sauce, red wine, and blood, seem to have an affinity for clothing and, once entrenched, leave with great reluctance.

Neither chlorine nor nonchlorine bleach can completely remove spaghetti sauce. In general, chlorine or nonchlorine bleach should be used with a good laundry detergent to succeed at removing greasy stains.

See the Stain Removal Chart for Fabrics on page 208 for additional information.

### FADING

Bleach, especially chlorine bleach, can cause colors to fade.

Initially, bleach may have no noticeable effect on the brightness of colors. Chlorine bleaches may not seem harsher than an all-fabric product. After a few washings, however, the chlorine begins taking its toll. Slight fading becomes evident and then, after more washings, objectionable. But an all-fabric bleach will continue being kind to colors.

### RECOMMENDATIONS

Chlorine bleach, when used properly, is the most effective way to whiten fabrics, including some synthetics. It's ideal for the occasional whitening your wash may need, but knowing how to use chlorine bleach is essential: Improper and long-term use may take its toll on colors and fabric life. Using chlorine bleach may be tricky, but buying it is simple. The only real difference you are likely to find is price.

All-fabric powdered bleaches have the advantage of being safe with most fabrics and dyes, even over the long term. They're much more expensive to use than chlorine bleaches; however, they aren't as good at whitening.

A more reasonable and less costly approach might be the occasional and cautious use of chlorine bleach on chlorine-safe white fabrics to deliver the whitening you need. Use all-fabric bleach to brighten colors without fading and to whiten fabrics that are not safe for use with chlorine bleach.

When you use chlorine bleach, follow these guidelines:

- Bleach only when necessary.

## BOOSTERS / 83

- Before you bleach, read the garment's care label.
- Don't use chlorine bleach on wool, silk, mohair, or noncolorfast fabrics or dyes. If you're unsure about a garment's fabric content, experiment with a diluted solution of bleach on an inside seam. Any discoloration should appear in a minute or so.
- If your washer has a bleach dispenser, use it according to the manufacturer's directions. If there's no dispenser, follow the labeled directions on the bleach and on the laundry detergent.
- Never use chlorine bleach with ammonia or toilet cleaners. The combination can produce deadly fumes.

## BOOSTERS

Many ordinary household stains are too stubborn for an ordinary detergent. Stain-fighting laundry boosters were created for times when the rag pile looks more inviting than the hamper. Sometimes boosters work; sometimes the clothes go to the rag pile after all.

Boosters are sold as powders, pump sprays, aerosols, liquids, and sticks. They may contain many of the same ingredients as detergents: surfactants, or cleaning agents; enzymes; water-softening "builders"; fluorescent dyes; and so forth. The powders include all-fabric bleach. Common boosters don't contain phosphorus.

Consumers Union testers checked the effectiveness of boosters on a variety of stains: chocolate syrup, makeup, grape juice, spaghetti sauce, blood, mud, grass, tea, black ink, and used motor oil. Each stain was smeared onto a separate set of three large white cotton-polyester swatches, and then a booster was used according to label instructions (but without presoaking).

## THE EFFECTIVENESS OF BOOSTERS

Here is a summary of the results. *Chocolate syrup.* None of the boosters significantly improved upon the performance of the comparison product, a low-priced nonphosphorus



there are superconcentrated products, whose container is as small as a lunchbox but can hold enough detergent for many loads. The truth is that all detergents clean clothes. All are likely to be excellent at keeping loosened soil from settling back on clothes. As for stain removal and brightening, all detergents are also created equal.

### STAIN REMOVAL

The following are highlights of detergents' stain-fighting abilities:

**Chocolate syrup.** No problem for most detergents. Even the worst detergent can do a good job, which means it removes about half the stain. An excellent detergent will make the stain disappear.

**Makeup.** Oil-based beige makeup contains iron oxide (rust), a very stubborn stain. Detergents with phosphorus are the most effective overall, but good nonphosphorus products can do quite well, too. The least effective detergents fade the stain slightly but fail to lift it.

**Grape juice.** This is a tough stain. Few detergents will remove all of it. The poorest ones will leave bluish blotches.

**Spaghetti sauce.** No detergent is likely to lift more than about half of the greasy stain left by tomato sauce with olive oil.

**Blood.** Products with enzymes are generally the most effective at removing blood.

**Mud.** Phosphorus detergents tend to clean mud a lot better than non-phosphorus products.

**Gross.** This stain is hard to remove. In Consumers Union tests, more than half of the nonphosphorus detergents had no effect.

**Tea.** Phosphorus tends to improve results.

**Ink, motor oil.** Dirty motor oil and black ink from a ballpoint pen are too tough for a laundry detergent. However, results improve remarkably if you use certain detergent boosters before laundering (see page 83).

### BRIGHTENERS

Most laundry detergents contain optical brighteners that convert part of the invisible ultraviolet rays that come from the sun or fluorescent bulbs into visible light, thereby giving fabrics a little glow. (Because the effect does

not show up in incandescent light, it's likely to be more evident in an office or outdoors than it is at home.)

### PRICES

You don't have to pay extra for performance. Indeed, there is little correlation between price and cleaning ability. You will pay more for the convenience of liquids or premeasured packets. The addition of bleach will add a few pennies per wash. Detergents containing fabric softener don't cost any more than the detergent products alone. They also don't work very well, either as detergents or as softeners.

You can save the most money by forgetting brand loyalty: Clip coupons and stock up on whatever satisfactory product is on sale.

### RECOMMENDATIONS

Consumers have become so used to hearing manufacturers tout "new and improved" products, it's easy to forget how much better the state of laundering is today than it was in the soap age. On a load of laundry grayed with everyday dirt, the range of performance with today's products would be clean to cleanest, not dirty to clean. Of course, some detergents do work better than others. But unless your clothes are very soiled, these differences may not matter all that much.

When faced with badly soiled laundry, opt for a high-quality detergent. If you live in an area that permits the sale of phosphorus detergents, you have your pick of phosphorus or nonphosphorus products. Obviously, where phosphorus is banned you must choose a nonphosphorus detergent.

Some liquids can clean nearly as well as the leading powders.

You'd do well to stay away from detergent-fabric softener combinations, which are only moderately successful at either task. The optimal softener is a liquid you add during the rinse cycle (see "Fabric Softeners," page 109).

If you suffer from allergies or sensitive skin, consider a detergent without enzymes or perfumes, the most likely sources of irritation.

For all detergents, an ideal package is light in weight, easy to open, and easy to handle once it's opened.

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solves during the wash; the fibers of the bag hold the softener. When the washing machine has done its work, you transfer the empty bag to the dryer along with the laundry.

## EFFECTIVENESS

Add combination detergent-softeners to the laundry load at the start of the wash cycle, add rinse liquids at the beginning of the final rinse (after a wash with a no-extras detergent), and toss the dryer sheets into the dryer with the wet laundry. (As recommended, place the sheets on top of the laundry, not under it. This is supposed to prevent spotting.)

For cleaning, soft water is better than hard; for softening, the reverse is true.

The most effective softeners are rinse liquids. But the least effective rinse liquids are much worse than the best.

All dryer sheets soften to roughly the same degree; they are about as good as a middle-of-the-road rinse liquid.

Detergent-softeners show that there's still a price to be paid for convenience. In tests conducted by Consumers Union, none was better than mediocre at softening. (It was much the same story in laundering tests—most of the combination products proved no match for other detergents.) The worst products left towels feeling as if a softener hadn't been used—oily, slimy, or rough in the testers' words.

## STATIC CLING

Many people use a fabric softener to cut static cling caused by the dryer's tumbling. Untreated fabric can accumulate a 12,000-volt static charge. Because of its tiny amperage, the jolt isn't dangerous; nevertheless, it's enough to make the hair on your arms stand up.

The friction-reducing chemicals in softeners prevent a static charge from accumulating. Synthetic materials are more prone to static than is cotton.

**Brightening.** The waxy coating left by fabric softeners may eventually make clothes look dingy. Whites can turn ashen or jaundiced; colors can lose their punch. To counteract this tendency, some fabric softeners, and most detergents, have optical brighteners that give fabrics a slight glow.

With a few exceptions, only the detergent-softeners brighten effectively. The lion's share of the brightening, no doubt, is done by the detergent. Our recommendation: If whiter whites and brighter brights are important to you, use a detergent with good brightening ability before you use a softener.

**Absorbency.** In the past, the waxy coating in softeners made towels less thirsty. Nowadays, any softener should leave clothes nearly as absorbent as if they hadn't been treated; apparently, manufacturers have licked the absorbency problem.

**Fragrance.** Makers of laundry products include fragrances partly because someone at the company thinks consumers like them and partly to hide the smell of other chemical ingredients. You may find the aroma of some dryer sheets reminiscent of cheap perfume. The liquids have fragrances, too, but they're less powerful.

No matter how potent it seems in the package, the fragrance is muted considerably by the time the wash is done. If you like a fabric softener for its other qualities but dislike the smell, let your laundry air out for a while before you put it away.

Some people can't tolerate *any* fragrance, whether for aesthetic or allergic reasons. Several fabric softeners and detergents that promote their lack of additives—and typically sport names that end in "free"—are available.

## PRICING

The better rinse liquids cost between 11 and 16 cents per use. The price of a dryer sheet ranges from 4 to 8 cents. The most effective detergent-softener costs between 13 and 23 cents per use. If you consider that you also get your laundry cleaned for that price, combination products look like the best deal, but they're not; they neither clean nor soften as well as single-purpose products.

You can save money by buying whatever is on sale or using cents-off coupons. You might also try using a little less than the recommended amount of a softener—cutting a dryer sheet in half, for example.

If you look at unit-pricing labels on your supermarket shelves, you may not get the whole story. Some stores list price per quart or per pound,